



## ***U.S. Commercial Service Forum*** ***Exports and Job Creation in the Newark Area***

Newark is New Jersey's largest urban area, and it has benefited from a number of recent initiatives to bring new businesses back to the area. Still, the global recession has hit the area as well. The unemployment rate recently climbed over 11% in Newark. Small businesses have been particularly hard hit.

The goal of this forum is to highlight the Mayor Cory A. Booker and the U.S. Department of Commerce's efforts to retain and increase jobs in the Newark area. The Obama Administration has announced that the number of small businesses exporting will increase as a way to create more jobs at home. The forum will provide information on resources available to small-and medium sized businesses in the Newark area and highlight how a number of local firms have successfully grown their business using both local and federal government resources.

### ***Newark at the Center of Global Business***

James Cox, Regional Director, U.S. Commercial Service

Stefan Pryor, Deputy Mayor for Economic Development, City of Newark

Ro Khanna, Deputy Assistant Secretary, U.S. Commercial Service

Cory A. Booker, Mayor, City of Newark

### ***U.S. Department of Commerce***

### ***Export Achievement Awards Certificate Presentations***

### ***Roundtable: Small Business Success Stories***

Moderator: James A. Kocsi, District Director, Newark, SBA

Luis Marrero, President, Spectra Colors

Gilbert Buchaller, President, Pharmaceutical Innovations

Andrea Castaneda, VP Marketing, Family Food

Joeseeph L. Rodriguez, M.E.R.I.T. Inc

Inno Obiorah, CEO & President, Prime Environmental Service Inc

Date: April 15, 2010

Venue: Rutgers University  
Business School  
Newark, NJ

Time: 1:00-3:00

### ***Who Should Attend?***

Small Business Owners  
Manufacturing Firms  
Public Officials  
Chambers of Commerce  
Industry Associations

### ***To Register Contact***

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